



NEWS RELEASE

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Put Your Business in Focus with SCORE Assistance

Santa Ana, CA – What does a basketball and a certain type of reptile have in common? To the touch they feel the same! That’s the approach Paula Neff, Certified Traveling Naturalist and owner of Paula’s Animal Menagerie, uses to minimize the ‘fright factor’ in educating people about animals. The menagerie includes a tiny miniature horse (shorter than a one year old child), exotic reptiles, bunnies and frizzle chicks, among other creatures. “Get them to think about something inanimate before contact”, she says, “and then the fun begins.”

Paula has paired her passion for early childhood education and love of animals into a business that provides live animal presentations at parties, to schools and retirement homes and for photo opportunities. She has recently branched out to include badge opportunities for members of the Girl Scouts of America through her educational programs.

Dealing with the animals is no problem whatsoever for Paula but getting her business off the ground presented more than a few challenges. Through the Yorba Linda Library she connected with SCORE “Counselors to America’s Small Business” and met with counselor Terri Carr. “Paula had a wonderful vision but needed help focusing on who her customer should be and marketing herself to maximize her efforts,” said Terri. Eighteen months later, she has a new website at www.animalparties.com, new business cards and is target-marketing her business throughout Orange and parts of Los Angeles and Riverside Counties, as well as to non-profit organizations.

Partially funded by the U.S. Small Business Administration SCORE is a national association of active and retired business men and women who volunteer to share their expertise with small businesses as well as new business startups. They provide free one-on-one counseling as well as low-cost practical workshops. For more information visit www.score114.org.

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